

## ABSTRACT OF THE DISCLOSURE

5 A cellular telecommunications system comprises a  
plurality of transceiver stations forming a network for  
transmission of signals between a mobile communications  
device and an internet based server hosting an  
application which is dependent on the position of the  
mobile device. The position of the mobile device is  
provided to the application as part of the initial  
request for the service from the device, thus avoiding  
the need for multiple flows of information. The position  
may be based simply on the known location of the  
transceiver station with which the device establishes  
15 wireless connection, with directional or signal strength  
range information added, if available. Alternatively,  
the position may be estimated more accurately from the  
signal received at multiple transceiver stations. In  
either case an accuracy estimate can be added to the  
20 determined position.

20045966-011002